

Top Tips

Engaging young people from BAME communities in school sport

Consult

Don't assume things - consult with your audience to identify which sports they want to take part in, where and when. Don't assume for example that BAME boys want football and BAME girls want swimming - You may find the opposite!

Involve Friends and Family

Encourage schools to use taster and drop-in sessions with 'invite a friend or family member' to give young people the confidence to try an activity and gain support for sustained participation.

Make it Female Friendly

Get more girls involved by introducing more female instructors/leaders and offering sport sessions after school or at lunchtime. Parents are more likely to allow girls to stay after school on the school site than agreeing to an activity at another location.

Promote the wider benefits of participation

Work with schools to communicate the wider benefits of participation and competition. Educate parents to encourage adolescent girls to participate in active leisure time pursuits. Introduce an education campaign for minority groups about the important contribution an active lifestyle makes to health, weight management, achievement, employability skills, self-esteem and well-being.

Consider single-sex activities

Some single-sex activities should be included in competitive programmes to cater for ethnic minority girls who do not feel comfortable participating in sport with male leaders or participants.

Privacy

Facilities should consider whether they have sufficient privacy in changing, showering and delivery areas to meet the needs of some cultural groups such as Muslim girls. Some activities may be more attractive to girls if delivered indoors rather than outside. Consult with young people. Subtle changes such as covering up windows for privacy could make all the difference.

Kit and Clothing

Encourage schools and to be flexible around kit and sports clothing, such as allowing tracksuits to be worn instead of shorts, and leggings/tops for swimwear.

Communication

Use social media platforms to engage young people, parents and communities and raise awareness of local opportunities. Use 'fun' 'social' and 'health' messaging to promote sporting activities; particularly to engage those who are inactive. Advertise activities in a range of places. Consider who you are trying to reach and where they are likely to see your messaging. Use community and faith based venues to promote activities.

Role Models

Promote school sport through BAME role models to help make diversity more visible, use imagery such as girls who wear the hijab (headscarf) so young people can relate to the marketing.